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21. The eukaryotic cell of claim 2 wherein the chimeric receptor is a multimeric or multimerizing receptor.

22. The eukaryotic cell of claim 2 wherein said second recombinant gene is functionally incorporated after a constitutive promoter.

23. The eukaryotic cell of claim 2 wherein said reporter system is activated as a result of a ligand binding to said chimeric receptor.

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